

1977 Ford Ranchero



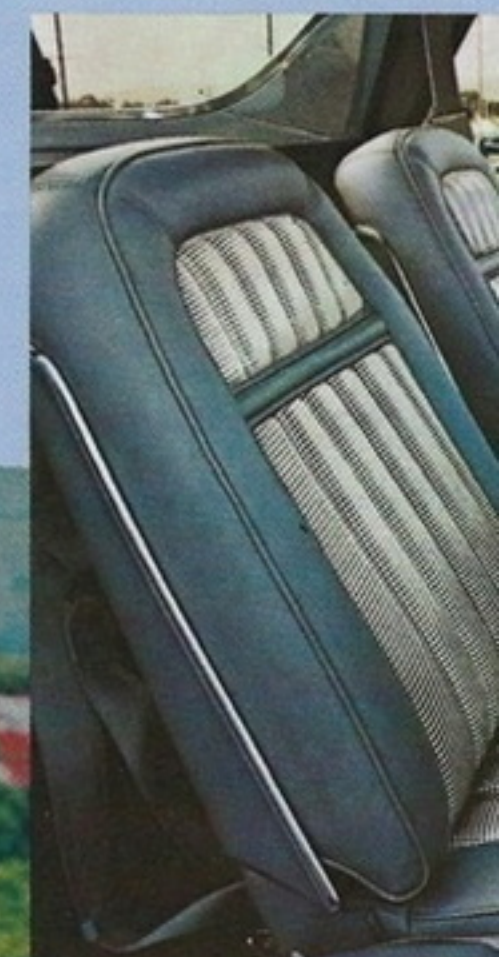
New Ranchero/77 For the man in charge.

The trim new Ranchero expresses your special lifestyle with your choice of three distinctive models—Ranchero 500, Ranchero GT and Ranchero Squire. All feature a handsome new grille and vertically stacked headlights, great ride and handling qualities, and strong body/frame construction for toughness.

Ranchero offers responsive V-8 power up to 400 cubic inches. Optional trailer towing capabilities for hauling up to 3 tons. There's a 6½-ft. pickup box for generous amounts of cargo. Ranchero is designed to handle a payload of up to 1250 lbs. with optional Handling Suspension Package.



Ranchero GT displays a rakish new look with exciting GT stripe in Black, Orange, Silver, White or Brown. Dual racing mirrors and bright hub caps with trim rings are also standard. Shown with optional styled-steel wheels with trim rings and bumper protection group.



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Front seats with rich cloth and vinyl upholstery in Ranchero 500, GT and Squire. Matching door trim panels and floor mats.



Brougham Decor Group (optional) includes split bench seat in cloth and vinyl trim or Mateao vinyl upholstery. Seats adjust individually.



Flight bench seat covered in fine grain Mateao vinyl or optional cloth and vinyl (shown). Sports Instrument Panel complete with tach, ammeter, oil pressure and temperature gauges, and Luxury Steering Wheel are all standard on Ranchero GT and optional with Ranchero 500 and Ranchero Squire.



Ranchero interiors (500 and Squire) are available in Blue, Red, Gray, Jade, Chamois or Saddle and feature vinyl-covered bench seat, wall-to-wall carpeting, vinyl door trim, and spare tire compartment.



Ranchero 500 combines new styling with a value-packed "hard" price. 302 V-8 engine, SelectShift Cruise-O-Matic, power windows and steering, wiper-mounted windshield washer jets, wheel covers and bright windshield, drip rail and cargo body are all standard. Shown with optional Tu-Tone, deluxe wheel covers, whitewall tires and bumper protection group.



Ranchero Squire stands for new elegance in a trim, stylish pickup. The Squire features simulated woodgrain paneling on sides and tailgate, and deluxe wheel covers. All Rancheros offer a wide choice of luxurious options. Shown with optional bumper protection group, vinyl roof and whitewall tires.

Your personal options.



Sports instrument panel includes tach, trip odometer, ammeter, temperature and oil gauges, electric clock and luxury steering wheel. (Std. GT)



Fingertip speed control maintains preset speed above 30 mph. Easy to operate with buttons on each side of horn bar.



SelectAire conditioner also available with automatic temperature control.



Front cornering lamps light up your turns.



Mag 500 chrome wheels (include 7" rims)



AM/FM stereo with search. Or AM/FM stereo with tape deck, AM/FM monaural, AM radio.



Tilting steering wheel has five positions. Swings up for easier entry. Includes Luxury Wheel.



Day/date digital clock with quartz controlled accuracy.



Wire wheel covers add youthful flair.

- ☐ **Altitude-compensating carburetor.**
- ☐ **Appearance Protection Group** with door edge guards, floor mat and license plate frame.
- ☐ **Bodyside molding** with vinyl insert for Ranchero 500.
- ☐ **Brougham Decor Group.**
- ☐ **Bucket seats** include matching door trim panels and cut-pile carpet.
- ☐ **Bumper Protection Group** has front and rear bumper guards and front bumper rub strips.
- ☐ **Convenience Group** includes intermittent wipers and automatic parking brake release. Also for 500 and Squire, RH remote control mirror and trip odometer.

- ☐ **Engine block heater** for easier cold weather starts.
- ☐ **Handling Suspension Package** includes 1250-lb. payload, HD rear springs and rear stabilizer bar.
- ☐ **Heavy-duty alternator**, 90 amp.
- ☐ **Heavy-duty battery**, 77 amp.
- ☐ **Illuminated entry system.**
- ☐ **Light Group** includes underhood, glove box and ashtray lights, "headlights on" warning buzzer, and "door ajar" light.
- ☐ **Power door windows.**
- ☐ **Power flight bench seat.**
- ☐ **Racing mirrors**, dual color-keyed (std. GT).

- ☐ **Sport steering wheel**, leather wrapped.
- ☐ **Tinted glass**, all around.
- ☐ **Trailer Towing Packages** (see next page).
- ☐ **Vinyl roof** in Red, Black, Silver, Brown or White (N.A. with Tu-Tones).
- ☐ **Wheel lip moldings** (GT std. on 500).
- ☐ **Deluxe wheel covers** (500, std. on Squire).
- ☐ **Hub caps and trim rings** (500 and Squire, std. on GT).
- ☐ **Luxury wheel covers** (all).



Ranchero specifications.

Brakes, power: self-adjusting front disc (10.7" diameter) and rear flared drum (11" x 2 1/4"), dual master cylinder hydraulic system, foot-operated parking brakes.

Electrical: DuraSpark solid state ignition, 40-amp. alternator, 41 amp-hr battery.

Fuel tank: 26 gallon at rear under box floor.

Steering, power: integral type.

Suspension, front: independent, short/long arm suspension with struts

mounted on lower arms, ball joints, coil springs and shock absorbers.

Engines: pick your power from three Ford V-8's. The 302-cu. in. V-8 is standard in all Rancheros. The 351-cu. in. V-8 and 400-cu. in. V-8 are optional.

ENGINES	302 V-8 (2V)	351 V-8 (2V)	400 V-8 (2V)
Displacement	302 cu. in.	351 cu. in.	400 cu. in.
Bore & Stroke (in.)	4.0 x 3.0	4.0 x 3.5	4.0 x 4.0

Suspension, rear: four-link with coil springs, angle-mounted upper and lower control arms and shock absorbers.

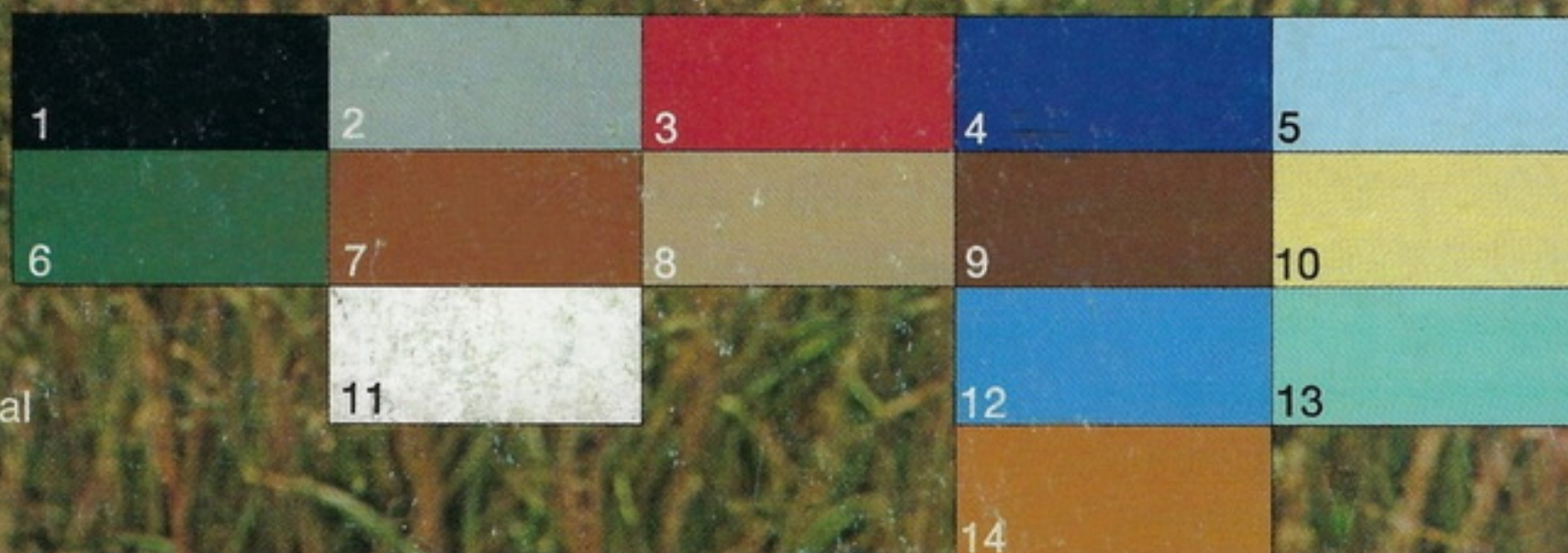
Tires: standard G78-14B; optional H78-14B, HR78-14B, G70-14B (standard on GT) and H70-14B. Whitewalls are optional on all 78 series tires. 70 series tires are blackwalls with raised white letters.

Transmission: standard SelectShift Cruise-O-Matic.

Colors

1. Black. 2. Silver Metallic.
3. Dark Red. 4. Dark Blue Metallic.
5. Bali Blue. 6. Dark Jade Metallic.
7. Bright Saddle Metallic. 8. Champagne.
9. Dark Brown Metallic. 10. Cream.
11. White. Optional Color Glow Paints:
12. Bright Blue Glow. 13. Light Jade Glow.
14. Chamois Glow.

Printed colors shown may vary from actual paints.



Trailer towing

Two Trailer Towing Packages are available for Rancheros (except California).

Class II (2,000 to 3,500 lb.) includes Heavy-Duty Handling Suspension Package (1250-lb. payload), Extra Cooling Package, 3.00 rear axle ratio and wiring harness. Requires either 351 V-8 or 400 V-8 engine.

Class III (3,500 to 6,000 lb.) includes everything in Class II Package plus 60-amp. alternator (minimum). Requires 400 V-8 engine.

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